New benchmarking data shows international student satisfaction increasing

International students at Australia’s best private tertiary institutions are more satisfied with their education than they were three years ago, and overall student satisfaction continues to outpace the global average, according to a new benchmarking study conducted for the Australian Council for Private Education and Training (ACPET).

For the second time since first surveying student satisfaction in 2009, ACPET commissioned i-graduate to conduct its global-standard ‘International Student Barometer’ survey of students at ACPET member institution.

The survey of almost 6,000 students, which examined students’ experiences before arriving in Australia, as well as their onshore learning and living experience, found that overall student satisfaction is now 88%, up from 86% in 2009, when ACPET conducted its first International Student Barometer.

ACPET student satisfaction levels are also ahead of the global average in each of the four major categories – learning, arrival, living and support – scrutinised in a survey of 22,000 students around the world.

ACPET CEO, Claire Field, said the increase in satisfaction was recorded in many areas of the survey and delivered a strong endorsement of ACPET institutions.

“This survey has revealed positive growth in all areas of learning satisfaction measured by the International Student Barometer. That’s a sterling demonstration of the commitment of ACPET members to improving their already strong record of student satisfaction,” Ms Field said.

“Student satisfaction with their ‘learning spaces’ was a highlight this year, up from 82% in 2009 to 90% satisfaction in 2012.”

“I’m particularly delighted to see many respondents indicating that they’re more likely to actively encourage people to choose an ACPET institution than they were in 2009,” she said.

The survey also highlights the continuing importance of international student agents in providing reliable, timely information to prospective students.

When considering where to study, 72% of ACPET students were influenced by their agent, which is higher than the global average of 51%. In stark contrast, just 4% of students reported that social networks were a deciding factor in choosing to study in Australia. Ms Field said that serves as a reminder of the importance of continued face-to-face communication with prospective students, and the need to ensure agents are properly informed, resourced and supported.

Ms Field added that ACPET was grateful for the continued support of Australian Education International and the Department of Industry, Innovation, Science, Research and Tertiary Education in conducting the ACPET 2012 International Student Barometer.

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